

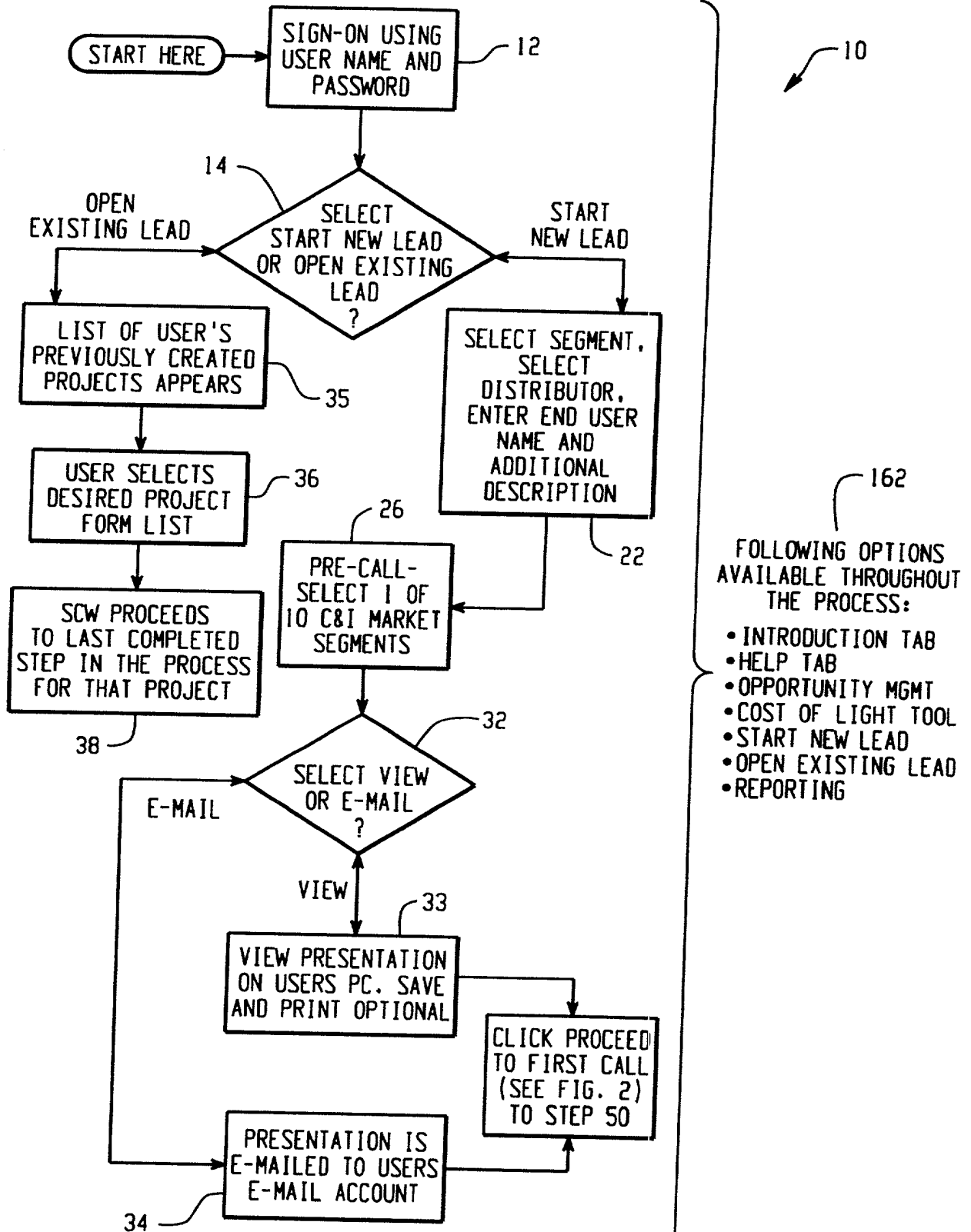
COPY
ORIGINAL

Fig. 1

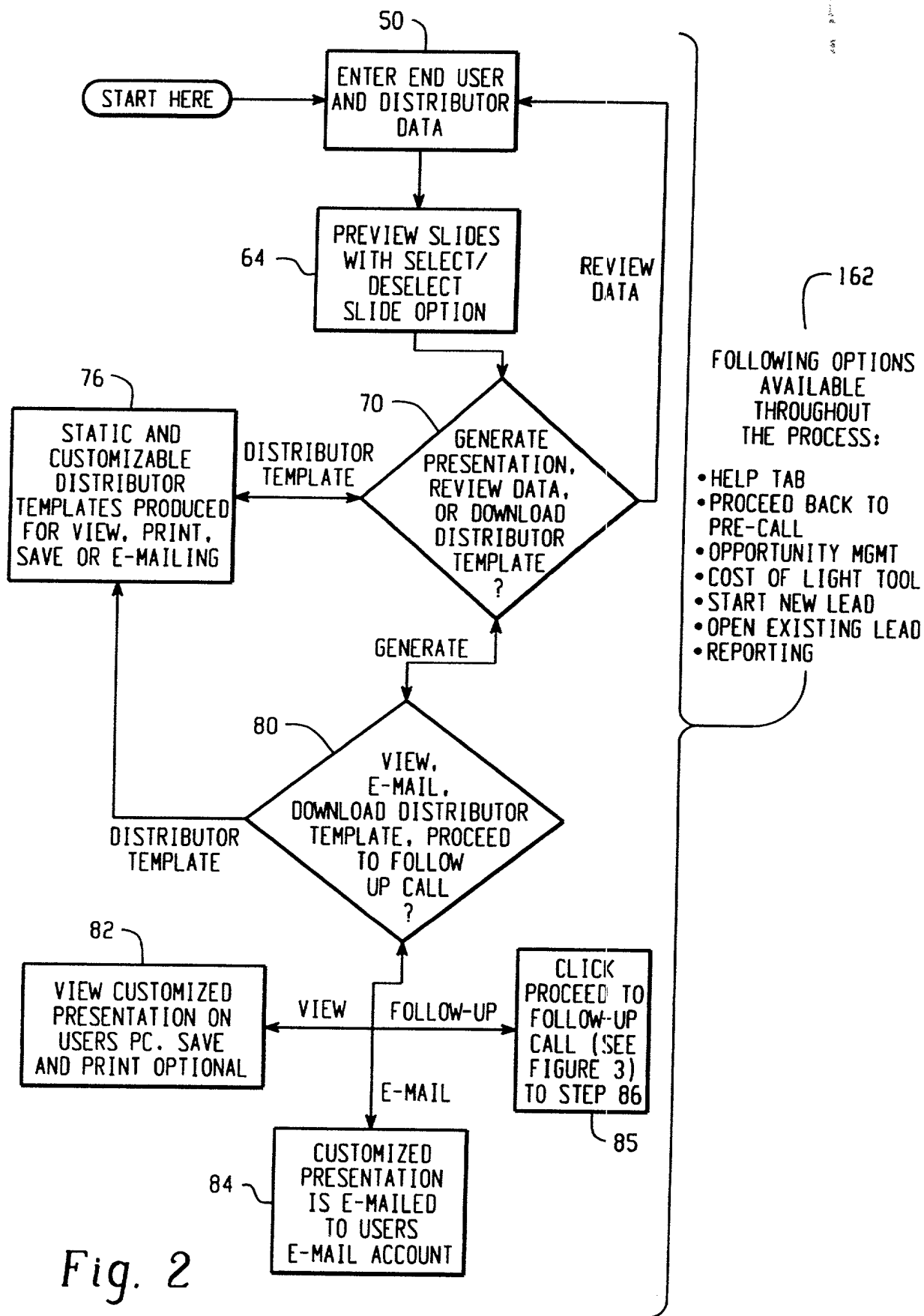
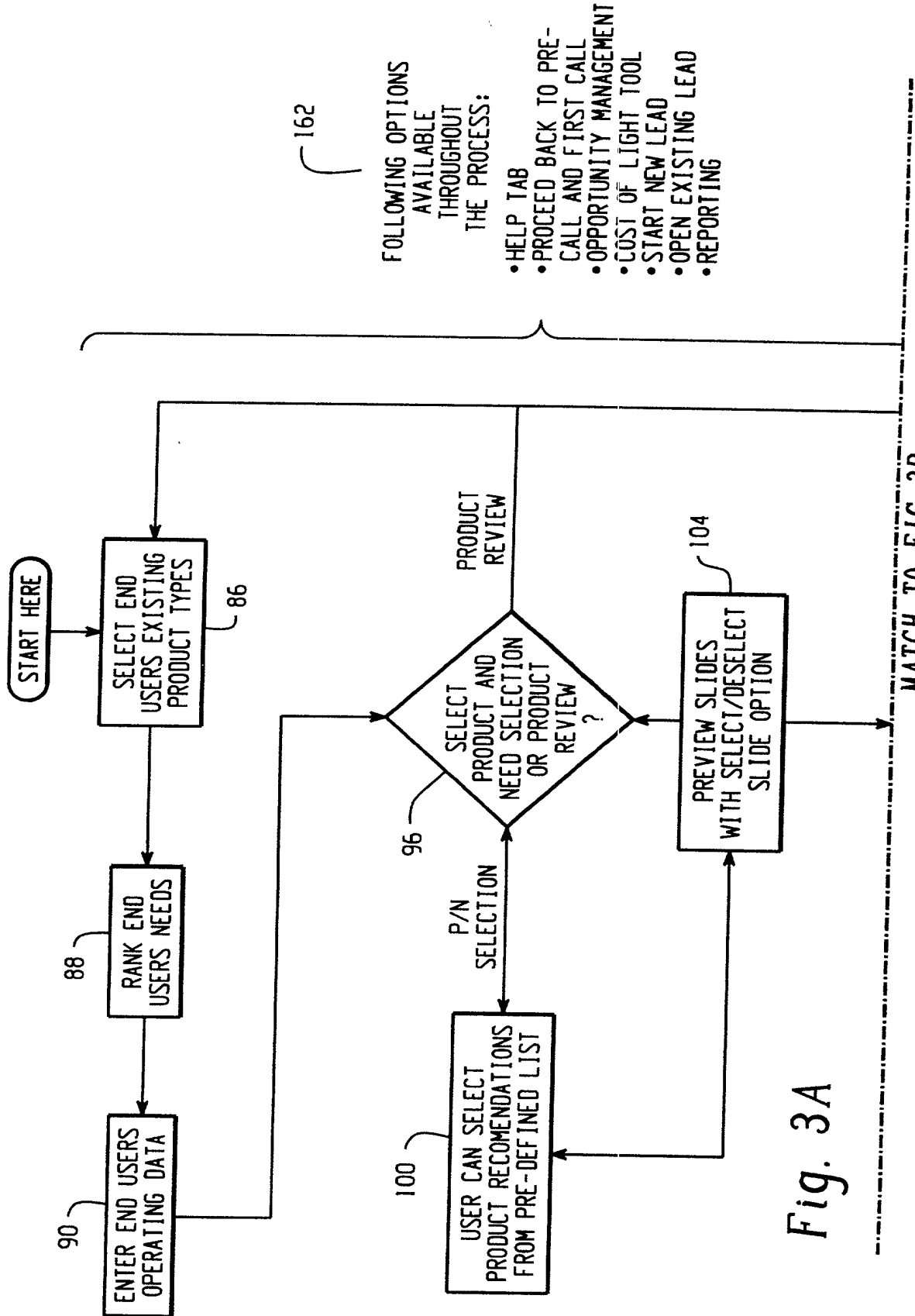


Fig. 2



MATCH TO FIG. 3A

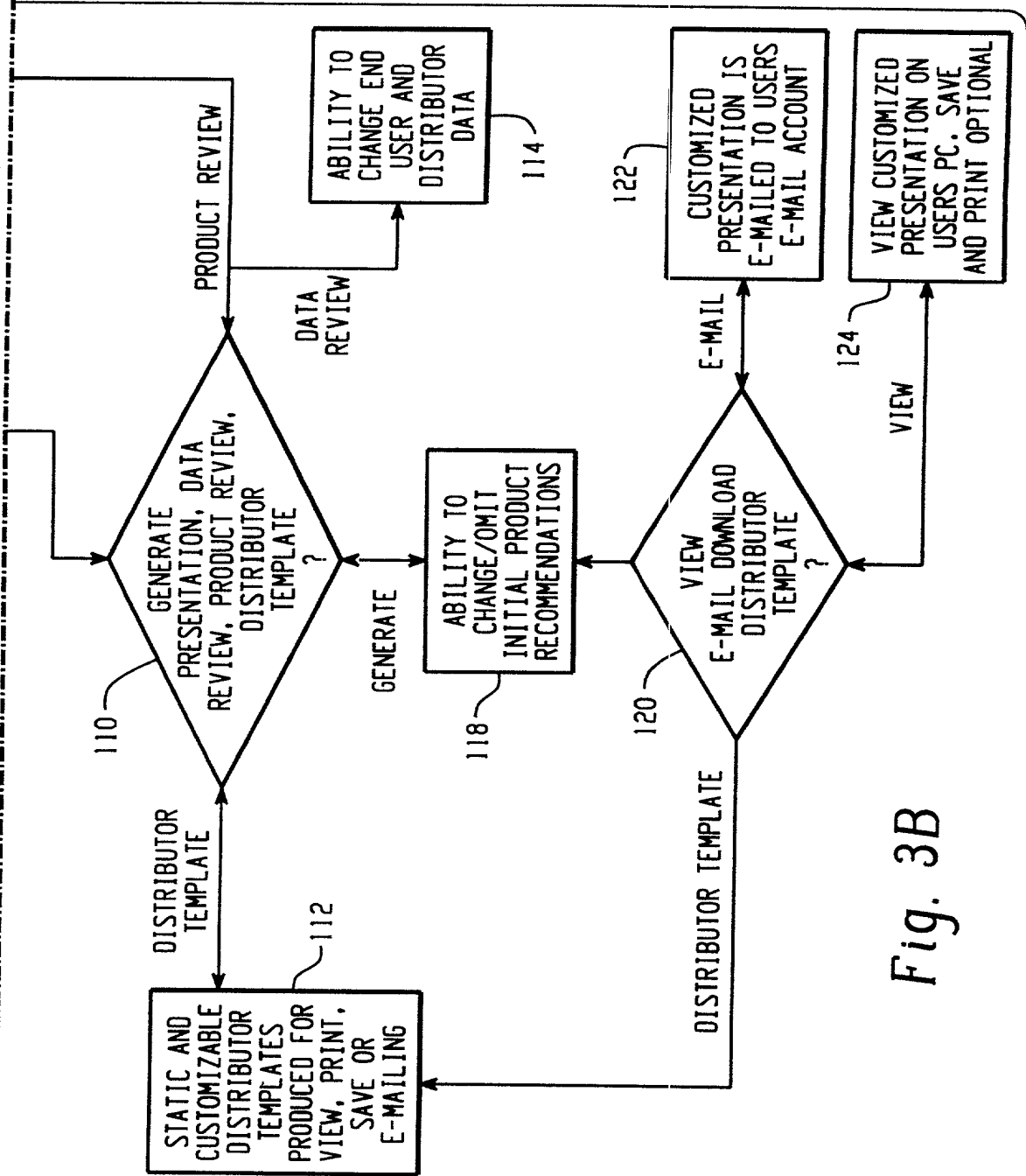


Fig. 3B

16

GE Lighting: Sales Call Wizard PreCall-Microsoft Internet Explorer provided by GE Lighting

File Edit View Favorites Tools Help

Back Address Links

COMMERCIAL LEAD MANAGEMENT

Open Existing Lead 20

Start New Lead 18

Reporting

Sales Call Wizard Opportunity Mgmt CLM Instructions

Instructions

This screen allows you to create a New Lead within GLM. Select a Segment and Distributor using the drop down boxes, then enter the End User Company Name and a brief overview of the opportunity in the Additional Lead Description section when complete, click Submit to proceed to the next step in your selected application.

Segment: PROPERTY MGMT AND BUSINESS SVS ▾

Distributor: Not yet determined ▾

End User Company Name: ABC Office Properties

Additional Lead Description: T12 Retrofit Opportunity

Submit Reset

Done Local Intranet

Fig. 4

24

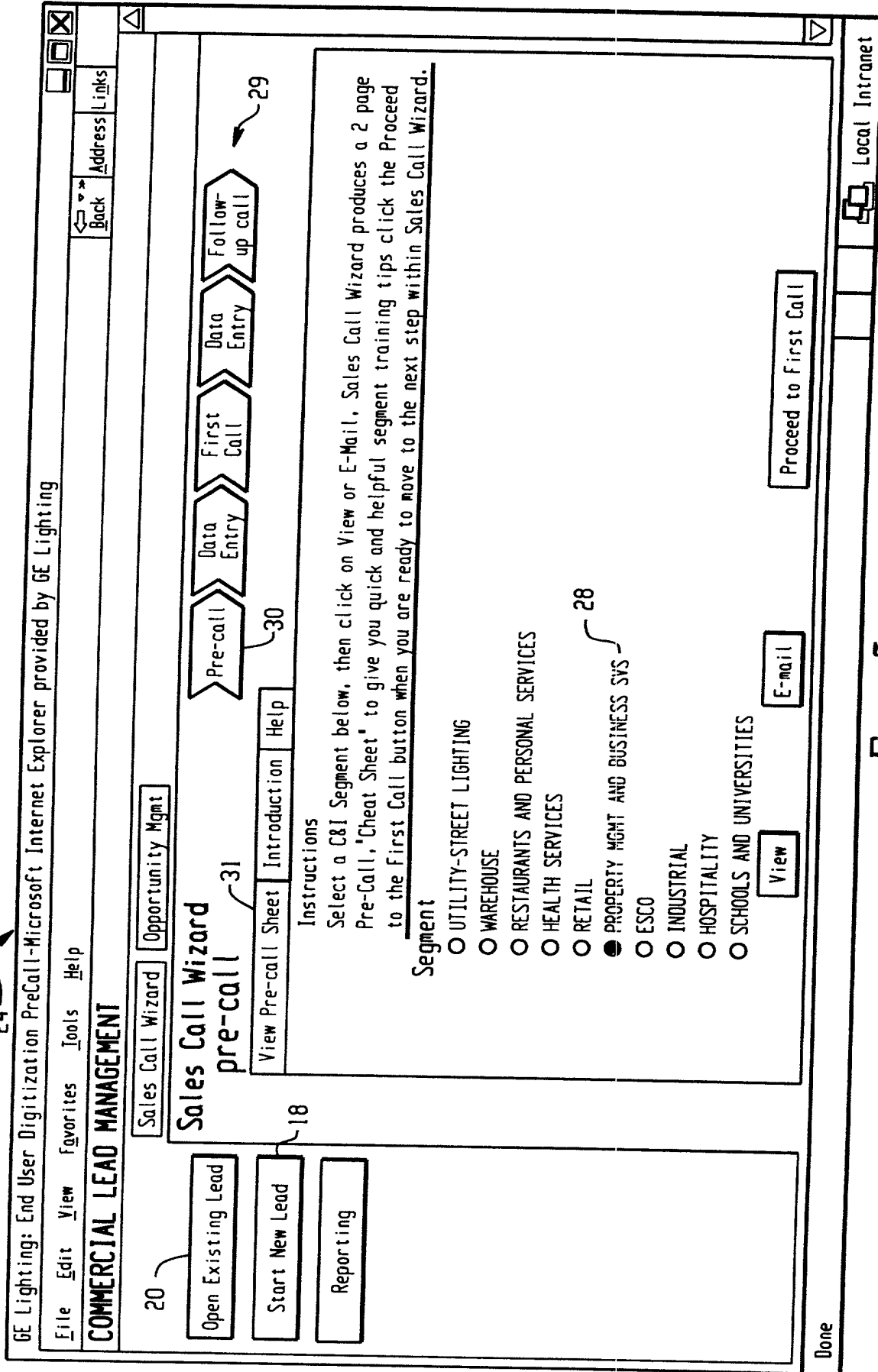


Fig. 5

GE <http://geinmpl.light.ge.com/esales/pdfs/pdfs.pcsample.pc.pn.pdf>-Microsoft Internet Explorer provided by GE Lighting

Selling to Property Management Property Management

What is important to Property Management Customers...

- Tenant Satisfaction: Keeping tenants happy and satisfied in the office space. This is usually measured in quality of light and reduced burnouts.
- Energy Optimization: Reducing energy costs and "shedding load" and low power factor solutions (critical for computer intensive tenants).
- Labor Productivity: Freeing time of building engineers from replacing lamps to managing other aspects of a building's systems.
- Safety/Security: In outdoor lighting, maintaining tenant safety and reducing liability through higher light output products and longer life products.
- Green Buildings and Environmental: Issues in reducing energy and environmental image to tenants and owners.

Who to talk to...

- Building Chief Engineers-selects suppliers and specifies products. May have Electrical Engineer reporting to him which handles lighting.
- Property Manager-concerned with leases and tenant services; key sign off on retrofit projects and may choose suppliers.
- Tenants-some may purchase their own lamps and can specify brand preference to the property Manager.

Key Products of Interest...

- Starcoat XL-long life lamps help meet the needs of property managers with tenant satisfaction (fewer failures, fewer complaints) and labor productivity.
- HIR/XL Ultra-long life halogen lamps help meet the needs of property managers with satisfaction (fewer failures, fewer complaints) and labor productivity. HIR tenant can also reduce energy costs.
- GE Lamp and Ballast Systems-many commercial office spaces have yet to convert to T8 lamps and ballasts. These systems meet the key need of reducing energy rates and shedding load.
- Genura-In many lobbies and common areas still utilize reflector incandescent technology. Genura is a great fit offering longer life and energy reduction.

How can I get help with this market...

- Visit us online at www.gelighting.com
- Contact your local GE Representative for additional Market Segment information.

(RESERVED FOR USER ARTWORK)

125% 10.11x7.56 in

Fig. 6

GE Lighting: Sales Call Wizard PreCall-Microsoft Internet Explorer provided by GE Lighting

File Edit View Favorites Tools Help

Back Address Links

COMMERCIAL LEAD MANAGEMENT

20

Open Existing Lead

Start New Lead

Reporting

Sales Call Wizard

Opportunity Mgmt

CLM Instructions

Instructions

This screen allows you to open a previously created Lead within CLM. Click on the blue underlined link to proceed to your last completed step in that system. Edit indicates there has been previous activity in that system for that Lead. Add indicates there has been no activity in that system for that Lead.

Name: Kraig Kaster Date: 6/12/2001

• Click on a column heading to sort all leads by that column name.

End User Company	Additional Description	Segment <small>Sort by segment</small>	Lead ID#	System Activity to Date:	
				Sales call Wizard	Oppty Mgmt
CO Inc		ESCO	18270	EDIT	EDIT
fdasfdas		ESCO	18289	EDIT	ADD
Health Inc	test4/2health kjlkldas	Health Services	17984	EDIT	EDIT
dassdafds	fdassfda asfdffas	Health Services	17828	EDIT	ADD
test		Health Services	18280	EDIT	ADD
Sample End User	Test3/27;lksdlkfda	Hospitality	17957	EDIT	ADD
Tester End User	Test 1 First Test in production for Sales Call Wizard	Hospitality	17825	EDIT	ADD
fdsfdsfa	lkfdjlkdasj jdsikjfdas	Industrial	18107	EDIT	ADD
fdasfas		Industrial	18282	EDIT	ADD
inc	Test3/26 dsfadsfas	PROPERTY MGMT AND BUSINESS SVS	17951	EDIT	ADD
dfasf	fdsfdf fdasfs	PROPERTY MGMT AND BUSINESS SVS	17872	EDIT	ADD
dsf sdfasf	dfdasf fdassfdafasf	PROPERTY MGMT AND BUSINESS SVS	18119	EDIT	ADD
Equity Properties	jdf jdsjkjfdas;ljkjfldas	PROPERTY MGMT AND BUSINESS SVS	18827	EDIT	EDIT
Equity	Test 1 jfdalkjlkdasjlkd	PROPERTY MGMT AND BUSINESS SVS	18083	EDIT	ADD

Sort by Segment

Local Intranet

Fig. 7

Fig. 8

Fig. 8

GE Lighting: End User Digitization First Call-Microsoft Internet Explorer provided by GE Lighting

File Edit View Favorites Tools Help

COMMERCIAL LEAD MANAGEMENT

Open Existing Lead Start New Lead Reporting

Sales Call Wizard Opportunity Mgmt

Sales Call Wizard

first-call 72 74 Pre-call Data Entry First Call 66 Follow-up call 29

Generate Presentation Review Data Distributor Templates Help

Instructions

Place your cursor over the slide titles to view a sample image of that slide. In the next release, you will be able to select only the slides that you want to print. After generating your First Call presentation, click the View or E-mail buttons, Click the Proceed to Follow Up Call button when you are ready to move to the next step within Sales Call Wizard.

PROPERTY MGMT AND BUSINESS SVS

68

Cover Page
 GE Overview
 GEL Overview
 Segment Overview
 Cost of Light Example
 Customer Needs Overview
 Need 1
 Need 2
 Need 3
 Need 4
 Need 5
 GELighting.com.Screen.Shot
 Next Steps

(RESERVED FOR USER ARTWORK)

78

Generate

http://geimpl1.lifgt.fe.com.NASApp.esales.firstcall?id=99237422919286XHC_gx_session_id_esalis=alf767645.07075a# Local Intranet

Fig. 9

GE Lighting: End User Digitization PreCall-Microsoft Internet Explorer provided by GE Lighting

File Edit View Favorites Tools Help

COMMERCIAL LEAD MANAGEMENT

Back Address Links

Sales Call Wizard Opportunity Mgmt

Open Existing Lead

Start New Lead

Reporting

Sales Call Wizard first-call

Generate Presentation Review Data Distributor Templates Help

Instructions

Place your cursor over the slide titles to view a sample image of that slide. In the next release, you will be able to select only the slides that you want to print. After generating your First Call presentation, click the View or E-mail buttons. Click the Proceed to Follow Up Call button when you are ready to move to the next step within Sales Call Wizard.

PROPERTY MGMT AND BUSINESS SYS

Cover Page

GE Overview

GEL Overview

Segment Overview

Cost of Light Example

Customer Needs Overview

Need 1

Need 2

Need 3

Need 4

Need 5

GE Lighting.com.Screen.Shot

Next Steps

(RESERVED FOR USER ARTWORK)

View E-mail Proceed to Follow Up-Call

GE Proprietary

Local Intranet

http://geinmpl.lifgt.fe.com.NASApp.esales.firstcall1?id=992374348661#

Fig. 10

GE Lighting: End User Digitization Follow Up Call-Microsoft Internet Explorer provided by GE Lighting

File Edit View Favorites Tools Help

COMMERCIAL LEAD MANAGEMENT

Sales Call Wizard Opportunity Mgmt

Open Existing Lead

Start New Lead

Reporting

Pre-call Data Entry First Call Data Entry Follow-up call

Product & Customer Needs Selections Help

Sales Call Wizard follow-up-call

Instructions

Select the appropriate existing products and rank all of the customer needs from 1 to 5. Input the annual hours of operation, energy rate, and date of your follow-up sales call. Click Submit to enter your data or Reset to clear all selections.

Please select the End User's existing products.

☒ 4' T12 Fluorescent
☒ 8' T12 Fluorescent
☒ 4' T8 Fluorescent
☒ 8' T8 Fluorescent
☐ F40CW/U/6/AM
☒ 75 par 30 Halogen
☐ 90 par 38 Halogen
☒ MVR175/U
☐ MVR400/U
☐ LU400
☐ LU1000
☐ 52 Watt Incandescent
☐ 60 Watt Incandescent
☐ 67 Watt Incandescent

Rank the customer needs in order of importance:

☐ Tenant Satisfaction
☐ Utility Optimization
☐ Labor/Productivity
☐ Safety & Security
☐ Environmental

Enter Calculation Data:

Annual Hours of Operation: 5000
 Energy Rate (\$/kwhr): .1
 Date of Follow-Up Presentation (MM/DD/YYYY): 07/15/2001

98

87

92

94

http://geinmpl.lifgt.fe.con.MSApp.esales.firstcall?tid=992374348661# Local Intranet

Fig. 11

GE Lighting: End User Digitization Follow Up Call-Microsoft Internet Explorer provided by GE Lighting

File Edit View Favorites Tools Help

COMMERCIAL LEAD MANAGEMENT

Sales Call Wizard Opportunity Mgmt

Sales Call Wizard follow-up-call 99

Product & Needs Selection Product Review Help

Pre-call Data Entry First Call Data Entry Follow up call

Back Address Links

98

Instructions

This screen allows you to review the recommendations based on the end user's existing products and primary needs. If you need to change the recommendations, click on the button next to your new selection. Click on Submit to continue or Cancel to return to the prior screen

Note: If you select the No Upsell or Do Not Include options, no upsell recommendations pages will be produced in your final presentation.

Primary Need: Tenant Satisfaction

Current Product	Tenant Satisfaction	Utility Optimization	Labor/Productivity	Safety & Security	Environmental	None
75PAR30 HALOGEN	<input checked="" type="radio"/> HALOGEN HIR/XL	<input type="radio"/> HALOGEN HIR	<input type="radio"/> HALOGEN HIR/XL	<input type="radio"/> No Upsell	<input type="radio"/> No Upsell	<input type="radio"/> Do Not Include
8' T8 FLUORESCENT	<input checked="" type="radio"/> STARCOAT XL T8	<input type="radio"/> No Upsell	<input type="radio"/> STARCOAT XL T8	<input type="radio"/> STARCOAT XL T8	<input type="radio"/> No Upsell	<input type="radio"/> Do Not Include
4' T8 FLUORESCENT	<input checked="" type="radio"/> STARCOAT XL T8	<input type="radio"/> STARCOAT T8 WATTMISER ECLOUX	<input type="radio"/> STARCOAT XL T8	<input type="radio"/> STARCOAT XL T8	<input type="radio"/> ECO LUX FLUORESCENT	<input type="radio"/> Do Not Include
8' T12 FLUORESCENT	<input type="radio"/> FLUORESCENT XL	<input checked="" type="radio"/> No Upsell	<input type="radio"/> FLUORESCENT XL	<input type="radio"/> FLUORESCENT XL	<input type="radio"/> ECO LUX FLUORESCENT	<input type="radio"/> Do Not Include
4' T12 FLUORESCENT	<input checked="" type="radio"/> FLUORESCENT XL	<input type="radio"/> ULTRA T8 FLUORESCENT	<input type="radio"/> FLUORESCENT XL	<input type="radio"/> FLUORESCENT XL	<input type="radio"/> ECO LUX FLUORESCENT	<input type="radio"/> Do Not Include
MWR175/U	<input checked="" type="radio"/> No Upsell	<input type="radio"/> WATT-MISER MULTI-VAPOR	<input type="radio"/> No Upsell	<input type="radio"/> No Upsell	<input type="radio"/> No Upsell	<input type="radio"/> Do Not Include

Submit Cancel

Done

Local Intranet

Fig. 12

GE Lighting: End User Digitization Follow Up Call-Microsoft Internet Explorer provided by GE Lighting

File Edit View Favorites Tools Help

COMMERCIAL LEAD MANAGEMENT

Sales Call Wizard Opportunity Mgmt

Open Existing Lead

Start New Lead

Reporting

Sales Call Wizard first-call 108 109 Pre-call Data Entry First Call Data Entry Follow-up call 144

Generate Presentation Data Review Product Selection Review Distributor Templates Help Cost of Light

Instructions

Place your cursor over the slide titles to view a sample image of that slide. In the next release, you will be able to select only the slides that you want to print. After generating your Follow-Up-Call presentation, click the view or E-mail buttons:

105

Cover Page
Segment Overview
Cost of Light Example
[GELighting.com.Screen.Shot](#)
Next Steps

Product Recommendation Slides 4

106

Next Stop

Retrofit Existing System:
Schedule date for Lighting Audit
Lamp for Lamp Replacement:
Review current usage and recommendations
Daily Replacement Business:
Implement service plan

Dedicated to Earn Your Business

Generate

http://geimnp1.lifgt.fe.com.MASApp.esales.firstcall?id=99237422919286XHC_gx_session_id_esalis=alf767645.07075a# Local Intranet

Fig. 13

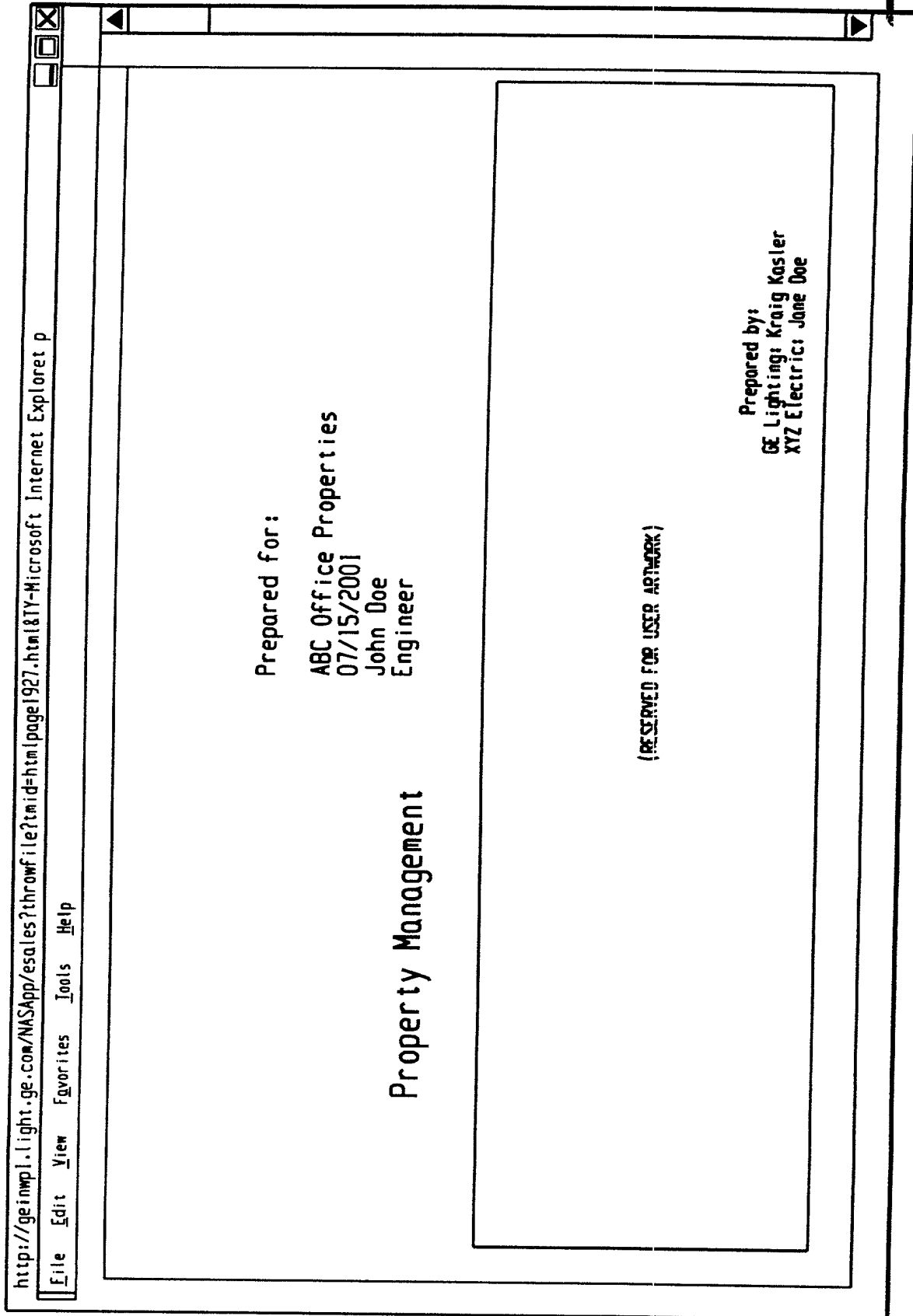


Fig. 14

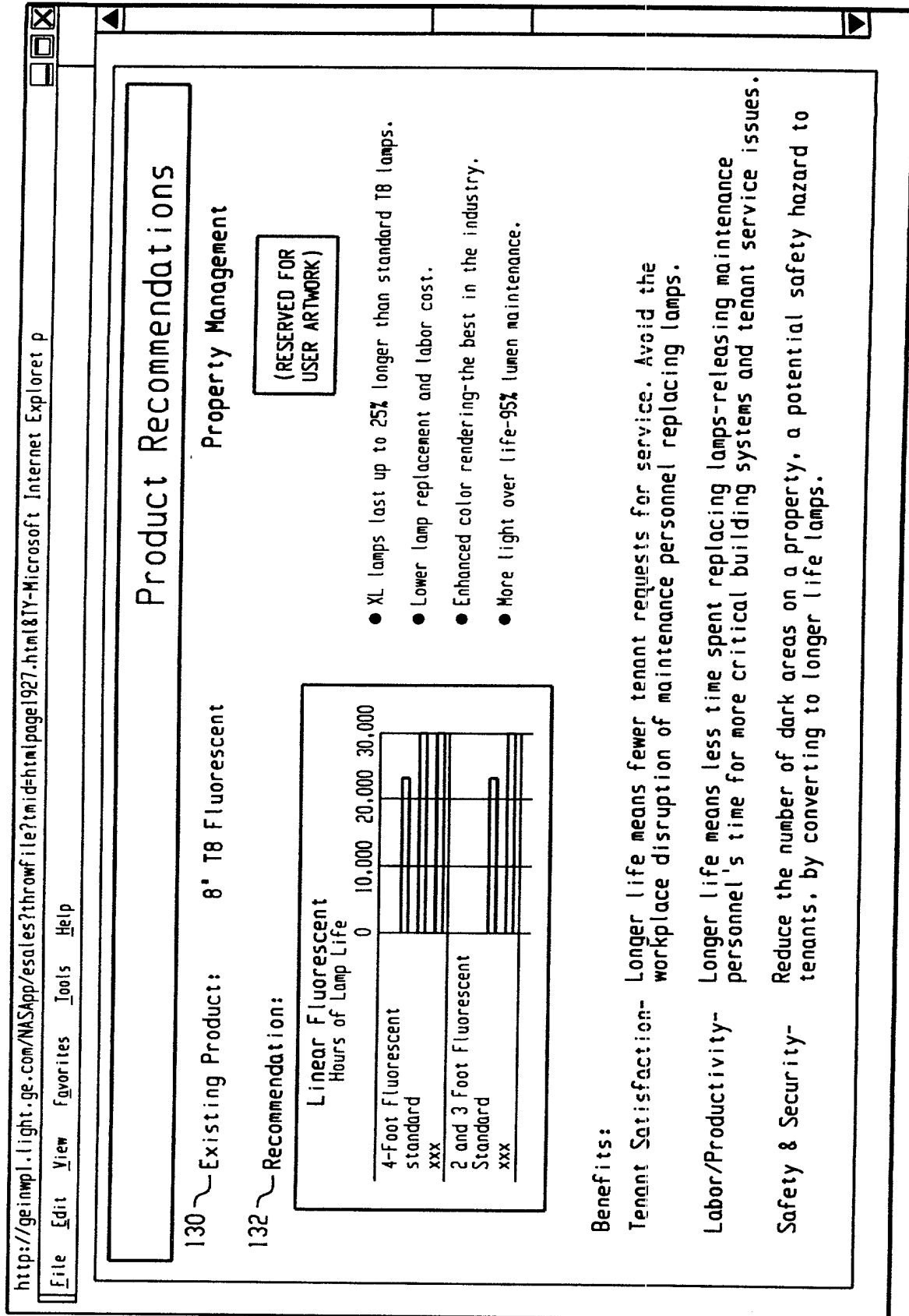
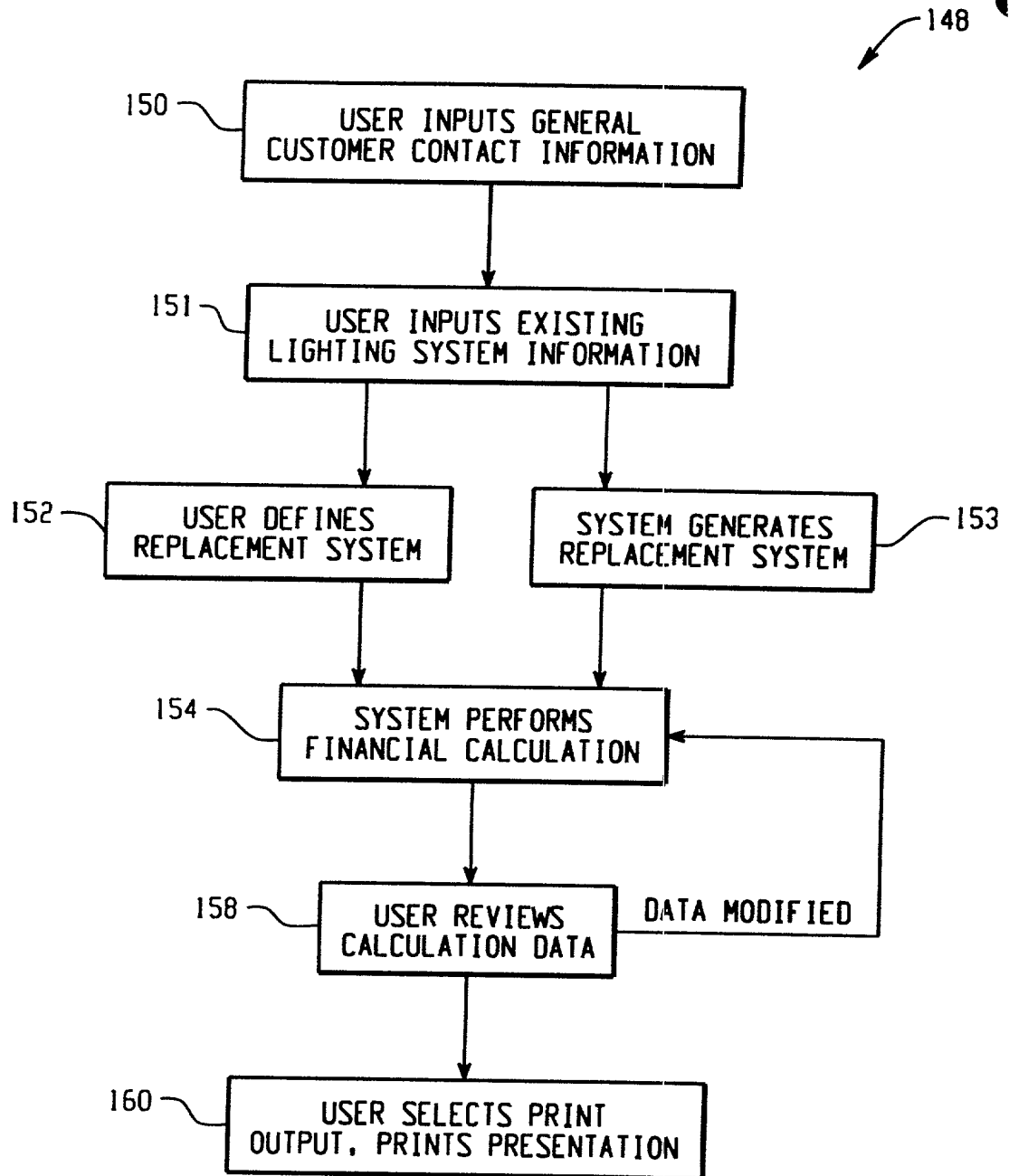
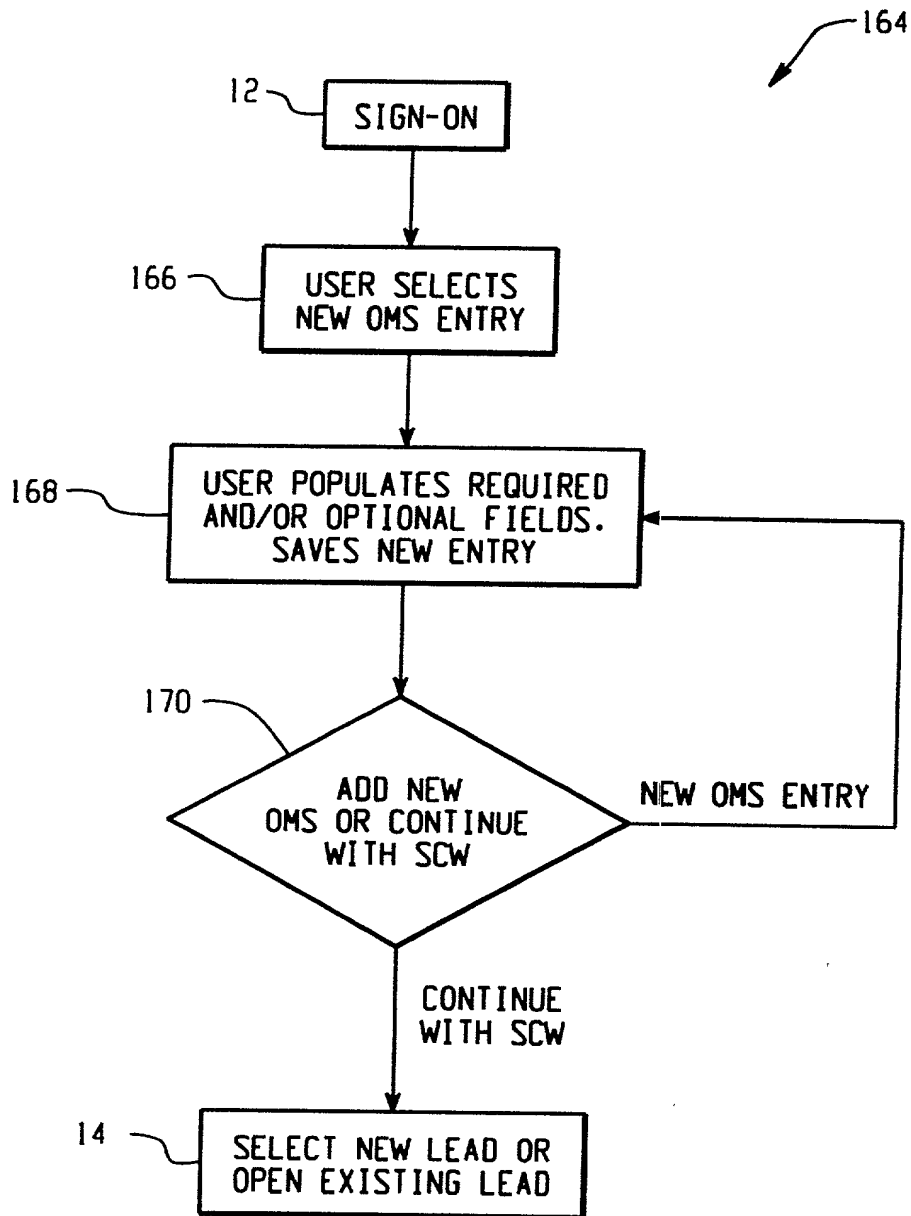


Fig. 15

*Fig. 16*

*Fig. 17*

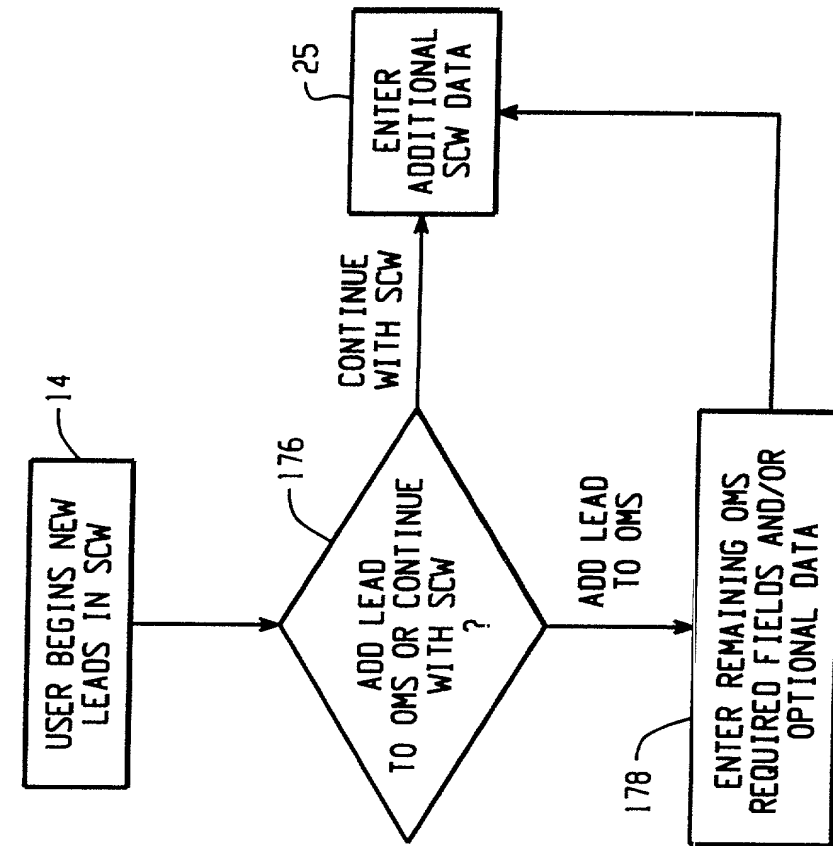


Fig. 18

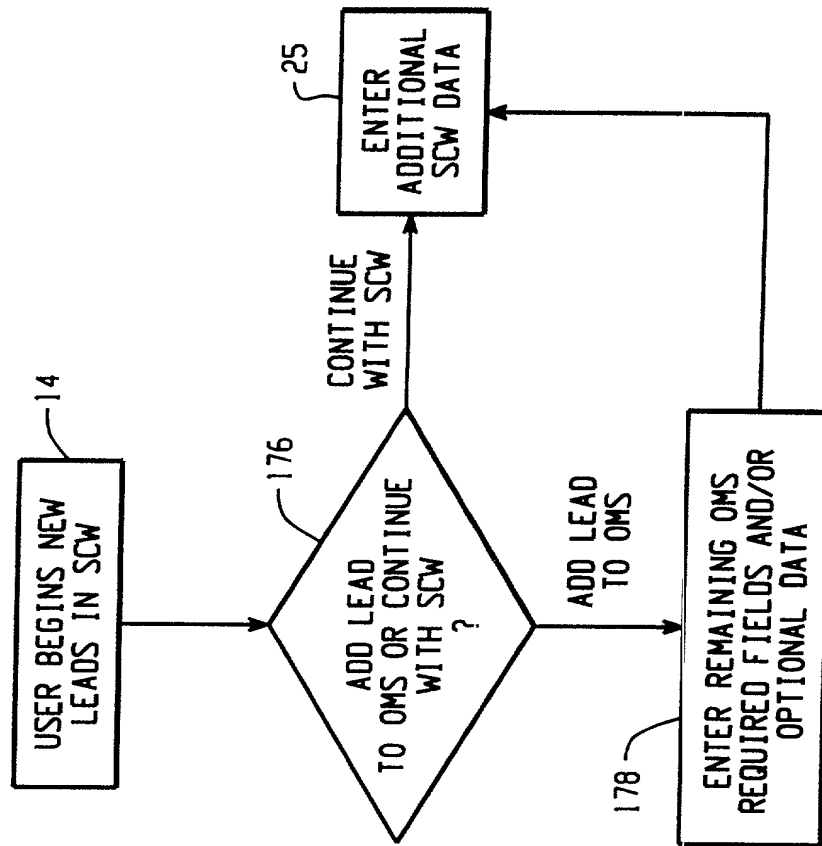


Fig. 19

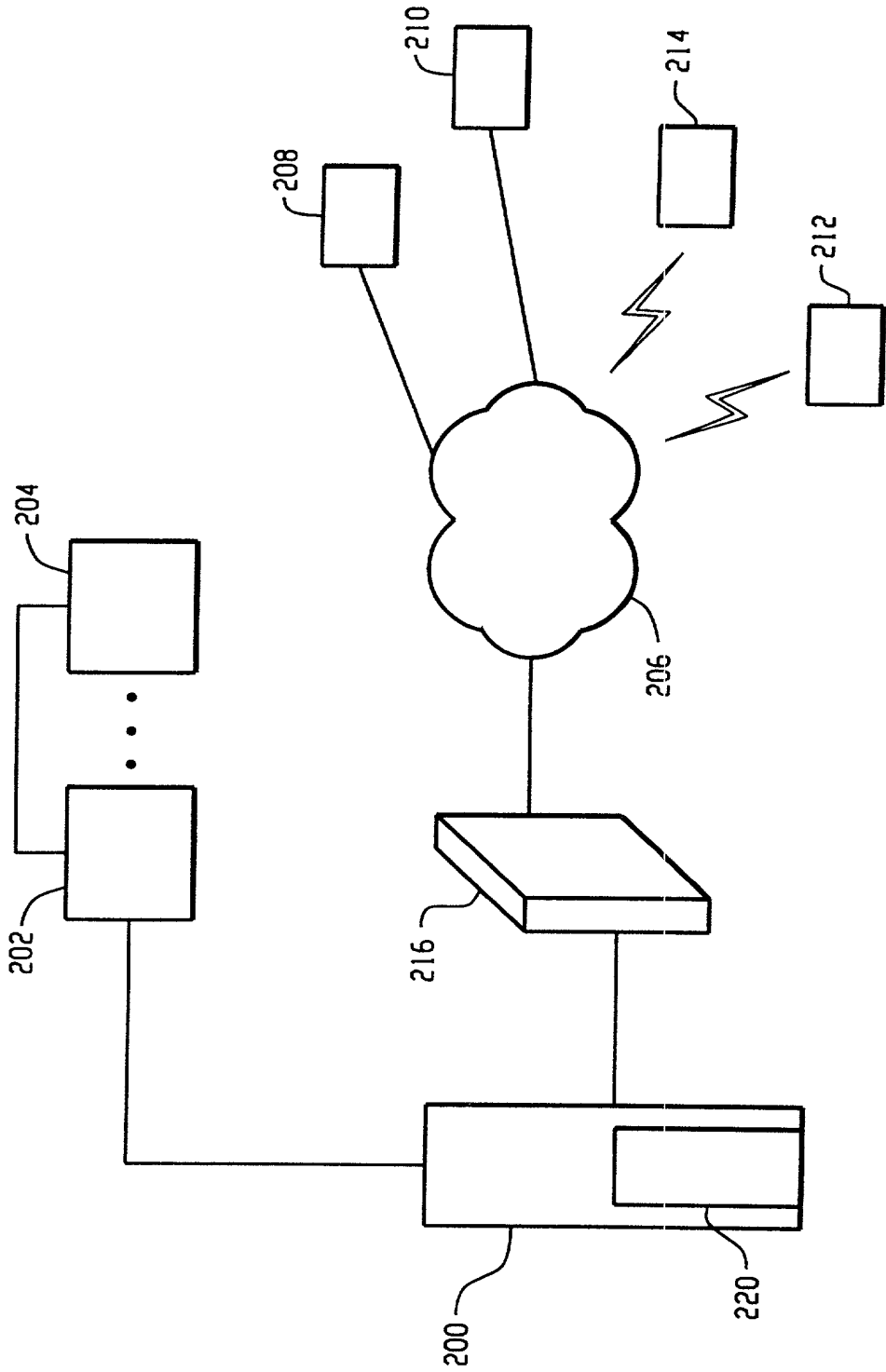


Fig. 20